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Ministry of Forests

PROVINCE TO LAUNCH FOREST MARKETING CAMPAIGN

VICTORIA – The province will spend $20 million on forest sector diversification and international marketing, and has created an advisory board to help allocate the funds, Forests Minister Michael de Jong announced today.

"We committed in our New Era platform to apply 1 per cent of direct stumpage revenues, not including super stumpage, to global marketing of B.C. forest practices and products," said de Jong. "Today, we're meeting that commitment."

"With the impasse in softwood lumber negotiations with the United States, we need to give U.S. consumers the facts about our products, and how the punitive duties impact them. We also need to more fully develop markets in other countries, and explore potential new markets. Our global marketing campaign will address both those priorities."

Of the $20 million, $8 million is allocated to new product development, improving manufacturing processes and facilitating timber access for secondary manufacturers. Market access initiatives will be undertaken, including removing technical barriers to trade and ensuring inclusion of B.C. products in foreign building codes.

The $12 million allocated to international marketing will be used to promote the sustainability of B.C. forest practices, to support existing markets and to pursue new market opportunities in China, South-east Asia, and other countries.

"With these funds, we will be aggressively seeking alternate uses for our products, such as non-residential construction," said de Jong. "It's important to remember that our product development and marketing programs are not just for the next six weeks or six months, but for years to come. Developing new markets is a lengthy and involved process, and results will take time."

The Product Development and International Marketing Advisory Board will provide advice to the minister on the allocation of the funds. Membership is drawn from the public and private sectors. Advisory board members are:

- Bruce McRae, assistant deputy minister, Ministry of Forests (Chair)
- Chris Nelson, assistant deputy minister, Ministry of Competition, Science and Enterprise
- David Johns, assistant deputy minister, Ministry of Sustainable Resource Management
- Shaun Sullivan, vice-president, International Forest Products
- Aaron Anderson, vice-president Marketing, Lignum Ltd.
- Rick Franko, vice-president Wood Product Sales, Weldwood

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- Paul Perkins, vice-president Planning, Weyerhaeuser
- Bill Dumont, chief forester, Western Forest Products
- Bill Reedy, managing director/CEO, Gorman Brothers
- Bill Dewinetz, president, Pacific Rim Cabinets
- Ron MacDonald, president, Council of Forest Industries
- Dave Haggard, president, Industrial Wood and Allied Workers of Canada

Forintek Canada Corp. will administer the product development and marketing programs.

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